



Melissa  
DINWIDDIE

INNOVATION STRATEGIST  
& KEYNOTE SPEAKER

## Stage Intro

### Are you ready to unlock the secret to breakthrough innovation in your organization?

Our next speaker believes that the key to outpacing the competition isn't just about technology – it's about tapping into the creative potential that's already within your team. And that includes transforming how your team perceives their own creativity!

In a world where leaders are under constant pressure to innovate faster, many brilliant minds doubt their own creative abilities. But what if the solution isn't about pushing harder, but about playing smarter?

**MELISSA DIN-WI-DIE** has cracked the code on how to Create the Impossible™. She's discovered that true innovation lies at the intersection of three critical capacities: connection, communication, and creativity.

Using her unique background as a professional artist, Juilliard-trained dancer, and jazz singer-songwriter, Melissa now helps stressed-out leaders transform their analytical teams into powerhouses of innovation. She's worked her magic with tech giants like Meta, Google, Salesforce, and Uber, empowering even the most skeptical "non-creatives" to tap into their innate creativity and achieve breakthroughs they never thought possible.

When she's not helping teams innovate, you might find Melissa creating improvisational art, playing her double bass, or chasing her two rambunctious cats off the kitchen counters.

Get ready to revolutionize how you and your team think about innovation and creativity! **Please welcome to the stage – creativity instigator, innovation strategist, and master of the impossible – Melissa Dinwiddie!**